Fundraising GUIDE

Support Butterfly today

Every dollar counts!

You can make a difference

Raise helps help help!

You can make a difference

Families need your support

Give Generously

Donate now! XXX

Help raise vital funds

Your positive actions create the Butterfly Effect

Your actions are valuable

Love
Hope
Care

Butterfly
Foundation for Eating Disorders

Every dollar counts!
Thank you for choosing to support The Butterfly Foundation

You are now part of The Butterfly Effect - Joining together to do good for eating disorders. Any contribution, no matter how big or small will generate awareness and help make a much stronger impact on the prevention and treatment of eating disorders.

Almost one million Australians today are battling an eating disorder. They not only cause psychological impairment and distress but serious physical impairment, potentially damaging every major organ of the body. 20% of Australians with an eating disorder will end up losing their lives to these devastating illnesses, however with support there is always hope for recovery.

The Butterfly Foundation is Australia’s leading national voice of the lived experience and those impacted by eating disorders. Our support services are essential, however without sufficient funds, Butterfly is restricted in the help and support we can offer.

With your help, we can reach our goal of ensuring all sufferers and their loved ones are aware of and have access to the support services they need.

Actions speak louder than words
The Butterfly Foundation is dedicated to bringing about change to the culture, policy and practice in the prevention, treatment and support of those affected by eating disorders and negative body image.

In addition to its advocacy to raise awareness about eating disorders at all levels of government and community, Butterfly’s activities include:

• The national Support Line providing counselling support, referrals and information by telephone, email and online – 1800 ED HOPE (1800 33 4673) or support@thebutterflyfoundation.org.au

• Recovery Support Services including face-to-face counselling, support and education groups

• Education programs in schools and workplaces

• Coordinating the National Eating Disorders Collaboration

• Partnering with Sydney Children’s Hospital Network to deliver a day program.

For more information, visit thebutterflyfoundation.org.au
Donations turn lives around

$20
Can enable the parents of an eating disorder sufferer the opportunity to attend a Butterfly facilitated support group

$50
Can help an eating disorder sufferer attend a Butterfly workshop

$100
Can enable the loved ones of an eating disorder sufferer the opportunity to attend a Butterfly family counselling session

$250
Can enable an eating disorder sufferer the opportunity to attend a 6 week recovery program

$500
Can provide a course of face-to-face counselling for someone suffering from an eating disorder

$1,000
Can enable a rural or remote community to have access to Butterfly’s recovery and carers support programs

All donations over $2 are tax deductible
Take action and become Butterfly effective

What can you do?
Organising a fundraising event can help change the life of someone suffering from an eating disorder or negative body image. Below are some suggestions for what you can do depending on whether you choose to fundraise through your organisation, community or individually.

Schools:
- Casual clothes day or themed dress up day at school, with a gold coin donation for participating
- Bake sale
- Soup kitchen where the canteen can sell soup cups
- Trash and treasure sale
- Hold a movie day / night at school and show a feel good / positive movie
- Lolly bag sale
- Hold a fete selling all different food and craft items
- Concert where everyone pays a gold coin donation to attend
- Spray paint your hair day, with a gold coin donation for participating

Community:
- A bake sale
- Organise a themed walk and have friends and family sponsor you to walk
- A raffle
- Hold a movie night and show a feel good / positive movie
- Car boot sale
- Trivia night
- Dress up or masquerade cocktail party or ball

Corporates:
- An auction at a work event
- A themed day in the workplace, with a gold coin donation for participating
- Sausage sizzle
- Hold a movie night and show a feel good / positive movie
- Bake sale
- Host a cocktail function
- Raffle
- Set up a monthly workplace giving donation

Individual:
- Request a donation in your name as your Birthday or Christmas gift
- Donate to Butterfly in lieu of a gift for friends and family
- Invite friends over for dinner, instead of eating out & everyone donate the amount they would have spent on dinner to Butterfly
- Set up a monthly donation with Butterfly
- Hold a movie night at your house and show a feel good / positive movie
- Bonbonniere donation - Donate the amount you would have spent on a bonbonniere gift for your wedding day to Butterfly

Whatever you choose to do, your actions are valuable.
Fundraising Tips and Resources

Here are some great tips to help you raise awareness, reach your fundraising target and of course have lots of fun along the way.

How will you fundraise?
If you are hosting a fundraising event you can collect funds and then donate directly via credit card through Butterfly’s website: thebutterflyfoundation.org.au. You can also send a cheque or credit card payment in the post.
Another great way to raise funds would be to start a fundraising page for yourself, your organisation or your community group through Everyday Hero www.everydayhero.com.au. You can set up a profile with a photo and keep a tally of how much you raise.

Get your fundraising started
To kick start your fundraising you could make a contribution to your own event, taking you one step closer to your target.

Use social media and emails
Share you Everyday Hero page with family, friends and colleagues through Facebook and emails. Twitter and Instagram are also useful in helping to get the message out there. Don’t forget to use the hashtag #thebutterflyeffect.

Media support
Get local media such as your local paper or radio station on board to support you and/or your team.

Say thank you
It’s easy to forget but saying thank you to your supporters is really important in showing your gratitude and gaining support for future years.
Your support will make an enormous difference to the many lives severely affected by eating disorders. Thank you again and best of luck with planning your fundraising event!

Big thank you from Butterfly

Butterfly
Foundation for Eating Disorders